WHAT IS CLAIMED IS:

1. An liquid crystal display (LCD) comprising:

a displaying module including an upper and lower transparent substrates, a liquid crystal layer formed between the upper and lower transparent substrates, a translucent reflecting layer formed between the liquid crystal layer and the lower transparent substrate, and a first anti-reflection coating formed between the translucent reflecting layer and the lower transparent substrate; and

a backlight module arranged below the displaying module and adjacent to the lower transparent substrate,

whereby a first transmission rate of an inner light that passes from the backlight module to the displaying module is increased, and a luminance of the liquid crystal display is improved.

2. The liquid crystal display of claim 1, further including a second anti-reflecting coating formed above the backlight module, whereby a second transmission rate of the inner light that passes from the backlight module to the translucent reflecting layer is increased, and a reflection rate of the inner light reflected by the translucent reflecting layer is reduced.

3. The liquid crystal display of claim 1, wherein the first anti-reflection coating is grown on the lower transparent substrate in a sputter deposition process.

4. The liquid crystal display of claim 1, wherein the first anti-reflection coating is grown on the lower transparent substrate in an evaporation deposition process.

5. The liquid crystal display of claim 1, wherein the first anti-reflection

coating is adhered to the lower transparent substrate via an adhesive layer arranged therebetween.

6. The liquid crystal display of claim 1, wherein the first anti-reflection coating is made of metallic materials, metallic oxides, or multi-layer films.